

What Is Claimed Is:

1. A computer program product wherein a computer program for causing a computer system to execute processing for automatically generating a color design for a display object to be displayed on a screen is recorded on a computer-readable recording medium;

 said computer program implementing:

 an input step of receiving specification of colors constituting a first color design for said display object;

 a converting step of converting the colors specified at said input step to other colors, in accordance with a previously determined color converting rule; and

 a step of creating an association for the colors obtained in said converting step, as colors constituting a second color design for said display object.

2. The computer program product according to claim 1, wherein said computer program receives specification of at least two or more colors in said input step, and performs color conversion for each of the specified colors in said converting step.

3. The computer program product according to claim 1, wherein said color conversion is achieved by means of color conversion functions associated with the combination of colors specified in said input step.

4. The computer program product according to claim 3, wherein the colors constituting the color design for said display object comprise, at least, a combination of colors which are mutually complementary colors, and said color

conversion functions comprise a function for setting, as an output value, a color having a complementary color relationship with respect to the color forming the input value.

5. The computer program product according to claim 3, wherein the colors constituting the color design for said display object comprise at least one of warm type colors and cold type colors, respectively, and said color conversion functions comprise a function for setting a cold type color as an output value if the color forming the input value is a warm type color, and for setting a warm type color as an output value if the color forming the input value is a cold type color.

6. The computer program product according to claim 3, wherein the colors constituting the color design for said display object comprise, at least, a combination of colors which have different brightness, and said color conversion functions comprise a function for setting, as an output value, a color having inverted brightness of the color forming the input value.

7. The computer program product according to claim 1, wherein said computer program further causes said computer system to execute:

- a step of automatically generating a plurality of types of color layout candidates for said second color design, and displaying same on a screen; and
- a step of determining a color layout for said second color design on the basis of specified one of said candidates.

8. The computer program product according to claim 1, wherein said computer program further causes said computer system to execute:

a step of determining a color layout for a second display object to be displayed in association with said display object, on the basis of colors of the same type as the colors constituting the color design of said display object; and
a step of displaying said second display object on a screen.

9. A computer system comprising:

the computer program product according to any one of claims 1 to 8;
a CPU for executing the computer program stored on the computer program product; and
an image generating device for displaying said screen on a display, on the basis of a color design for said display object generated by said CPU.

10. A network server comprising delivery means for providing on-demand delivery, via a computer network, of the computer program stored on the computer program product according to any one of claims 1 to 8, in response to a request from a client device.